Provincial Parks Visitor's Guide & Go Camping BC Website

Go Camping BC



Campsite at Morton Lake © Jeff Kulyk

BRITISH COLUMBIA | BC Parks

2027 MEDIA KIT

Go Camping BC Provincial Parks - VISITOR'S GUIDE

Go Camping BC

Go Camping BC is the essential travel guide for BC Parks campers and outdoor enthusiasts highlighting over 200 of BC's best provincial park campsites. Published in partnership with the BC Society of Park Operators and BC Parks, Go Camping BC is the ultimate guide to camping and exploring BC's world-class provincial parks.

PRINT DISTRIBUTION:
Available free of charge at Tourism BC Visitor Centres, BC Parks campsites, and select RV Dealers and rental locations across the provinces of BC and AB.

CIRCULATION:	155,000 copies
PUBLICATION DATE:	March 30, 2027
PUBLICATION SIZE:	8.25" wide x 9.875" high
COVERS:	Gloss
INSIDE PAGES	Ebrite

KEY FEATURES

- Popular, highly sought after, **FREE** tourism publication available across the province of British Columbia
- A cost-effective advertising medium to target the BC based campers, RV'ers and outdoor enthusiasts along with out-of-province tourists visiting BC Parks
- Each edition provides a full year of advertising coverage

AD SPACE RATE*	DIMENSIONS	REGULAR	EARLY BIRD	2-YEAR
1/12	2.2"x2.2"	$ 546	$ 464	$ 437
1/8	2.2"x3.5"	$ 1,126	$ 957	$ 900
1/6 (H)	4.65"x2.2"	$ 1,479	$ 1,258	$ 1,184
1/6 (V)	2.2"x4.65"	$ 1,479	$ 1,258	$ 1,184
1/4	4.65"x 3.5"	$ 1,976	$ 1,680	$ 1,581
1/3 (H)	4.65" X 4.65"	$ 2,636	$ 2,240	$ 2,108
1/3 (V)	2.2"x 9.5"	$ 2,636	$ 2,240	$ 2,108
1/2	7.125"x 4.65"	$ 3,305	$ 2,810	$ 2,644
Full Page	8.25"x 9.875"	$ 6,198	$ 5,286	$ 4,959
IBC & IFC**	8.25"x 9.875"	$ 6,813	$ 5,791	$ 5,451
OBC**	8.25"x 9.875"	$ 7,830	$ 6,655	$ 6,264
2nd IFC *(page 3)* **	8.25"x 9.875"	$ 6,182	$ 5,255	$ 4,946
3rd IFC *(page 4)* **	8.25"x 9.875"	$ 6,182	$ 5,255	$ 4,946
2nd IBC *(page 70)***	8.25"x 9.875"	$ 6,182	$ 5,255	$ 4,946
3rd IBC *(page 69)***	8.25"x 9.875"	$ 6,182	$ 5,255	$ 4,946

*** When booking for 2 consecutive years the 2-year rate applies and requires 20% down payment for the 2028 ad which will be added to your invoice for 2027.**

*** Printed on gloss paper*

EARLY BIRD DEADLINE (15% OFF):
November 27, 2026

FINAL BOOKING DEADLINE:
January 8, 2027

MATERIAL DEADLINE:
January 22, 2027

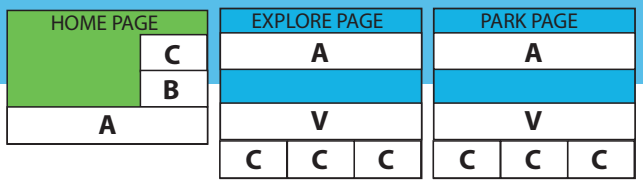
TO BOOK YOUR ADVERTISING, PLEASE CONTACT: Accelerate Communications Group Inc.
sylvia@acceleratecom.ca | olaf@acceleratecom.ca
Phone: 250.769.7790
www.gocampingbc.com

www.gocampingbc.com - GO CAMPING BC WEBSITE

- **Average annual number of visitors: 150K**
- **Page views: 400K**
- **Ad impressions: 1.2M**
- **Ad creative can be updated with a weeks notice to accommodate special promotions or change in hours of operations.**

Demographics:

- **95% of users live in Canada**
- **Age of users between 18 and 45**
- **Interest categories:**
  sports, running, walking, cycling, individual sports, consumer electronics, travel, historical sites and buildings, tourist destinations, cooking and recipe, food & drinks.



A trusted source for thousands of online visitors, Go Camping BC.com provides an outstanding user experience: easy navigation, up-to-date park information, interactive Google maps, responsive (mobile friendly), attractive park photos.

Go Camping BC provides users with the tools and information to help plan the ultimate BC Parks camping vacation.

KEY FEATURES

- A cost-effective advertising medium to target campers and outdoor enthusiasts along with out-of-province tourists visiting BC Parks.
- Web ad placements provide a full year of advertising coverage from March 15, 2027 to March 15, 2028.
- Each ad provides a direct link to your website.
- Ad creative can be updated with a weeks notice for example to accommodate special promotions or change in hours of operations.

BOOKING DEADLINE to take advantage of full camping season: March 5, 2027.

Rates are based on a full year ad placement from March 15, 2027 to March 15, 2028.

WEB BANNER ADVERTISING RATES

HOME PAGE

AD	PIXELS	RATE	2-YEAR RATE (10% OFF)	#AVAILABLE
Size A	970 x 250	$300	$250	rotating in pool with 5
Size B	Inline ad**	$595	$535	1 available
Size C	Inline ad**	$595	$535	1 available

** *with custom photo and text*

EXPLORE PAGE – Advertising on the Explore page includes your ad placement on all individual park pages within the same region.

AD	PIXELS	RATE	2-YEAR RATE (10% OFF)	REGION*	#AVAILABLE
Size A	970 x 250	$450	$405	1-5	rotating in pool with 5
Size A	970 x 250	$495	$445	6-9	1 available per region
Size C	336 x 280	$400	$360	1-5	3 available per region
Size C	336 x 280	$300	$270	6-9	3 available per region
V (Video advertising)		$595	$535	1-5	1 available per region
V (Video advertising)		$495	$445	6-9	1 available per region

**Regions 1-5:* *Vancouver Island, Lower Mainland, Okanagan, Kootenay, Thompson*
Regions 6-9: *Cariboo, Skeena, Omineca, Peace*

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